



OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE  
WASHINGTON, DC 20301-2800

SPECIAL OPERATIONS:  
LOW-INTENSITY CONFLICT

FEB 13 2004

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS  
DIRECTORS OF THE DEFENSE AGENCIES  
CHIEF, NATIONAL GUARD BUREAU  
NATIONAL DIRECTOR, CIVIL AIR PATROL CADETS  
NATIONAL DIRECTOR, SEA CADETS  
NATIONAL DIRECTOR, YOUNG MARINES

SUBJECT: Nominations for Secretary of Defense Community Drug Awareness Award

I seek your nominations for the Fiscal Year 2003 Secretary of Defense Community Drug Awareness Awards. The Department of Defense annually recognizes the best drug demand reduction program within each Service, the National Guard, and the Defense Agencies in an effort to promote its support of outreach and prevention programs within its communities.

The awards will be presented on Monday, October 25, 2004, in the Pentagon as part of the Department's Red Ribbon Week observance.

All nominations should be compiled at your Service's headquarters level and submitted as one package to the Office of the Deputy Assistant Secretary of Defense for Counternarcotics no later than June 1, 2004. Each Service and the National Guard are limited to four submissions. Each Defense Agency is limited to two submissions. Submissions received directly from a unit or installation will not be considered without coordination through its higher headquarters. Attached is an information paper on the procedural details for the submission of nominations. Individual submissions must be limited to three pages, not including supporting documentation.

Thank you for your continued support of drug demand reduction efforts. If you have any questions, please contact Ms. Joanna Eccles at (703) 697-5709.

Robert J. Newberry  
Acting Deputy Assistant Secretary of Defense for  
Counternarcotics

Attachment:  
As stated



# **14th ANNUAL SECRETARY OF DEFENSE COMMUNITY DRUG AWARENESS AWARD**

## **CALL FOR NOMINATIONS**

### **A. Purpose.**

The Secretary of Defense Community Drug Awareness Award is presented annually to the best drug demand reduction program for the previous fiscal year within each Service, the National Guard Bureau, and the Defense Agencies. The award was established by the Department in 1990 in an effort to promote community drug awareness efforts in the Department of Defense community. The military Services, Defense Agencies and the National Guard Bureau in the past have exhibited enthusiasm and energy in designing and implementing Drug Demand Reduction Programs for the benefit of our military members and their families. The 14<sup>th</sup> Annual Community Drug Awareness Awards will be presented on Monday, October 25, 2004 as part of the Pentagon's Red Ribbon Week activities.

### **B. Eligibility**

There are three types of Drug Demand Reduction Programs within the Department of Defense that are eligible for this award:

- 1) Programs, conducted wholly or partially with DoD assets, aimed at our military personnel and their dependents, and civilian employees of the Department of Defense;
- 2) Programs, supported by strictly voluntary efforts of DoD personnel targeted to appropriate populations, with or without contributions by other non-DoD sources;
- 3) Programs conducted by the National Guard of the various states under the terms of the Governors' State Plans (Section 112 programs).

The awards are in recognition of base, activity, or unit programs and are not awarded to specific individual(s).

### **C. Criteria.**

In order to allow for the development of imaginative drug demand reduction programs, the award criteria are general in definition. Substantive criteria on which the nominations will be judged will include the following:

- Strict adherence to the target populations within the three categories of Department of Defense Drug Demand Reduction programs described above;
- Maximizing the use of Department demand reduction assets and funds;
- Program impact determined by some observable and measurable events such as number of personnel impacted by the programs; and
- Programmatic achievements limited to the parameters of Fiscal Year 2003.

#### **D. Nomination Procedures.**

Nominations for the Secretary of Defense Community Drug Awareness Award shall cover the period of Fiscal Year 2003. The nominations shall be submitted by the Base Commander, or equivalent rank, to their respective Service Secretary or the Chief, National Guard Bureau. The Defense Agencies should forward their nominations to their respective Agency Director. The Service Secretaries, Chief of the National Guard Bureau, and Agency Directors will then compile their nominations and submit them to the Office of the Deputy Assistant Secretary of Defense for Counternarcotics (ODASD(CN)). Each Service and the National Guard Bureau are limited to **FOUR** submissions, while each Defense Agency may submit only **TWO** nominations. One program will be selected to receive the award from each of the military Services and the National Guard Bureau, and one award recipient will be selected from among all of the Defense Agency submissions.

ONE original and FOUR copies of the nominations are to be mailed by the offices of the Service Secretaries, National Guard Bureau or Agency Directors to the Office of the Deputy Assistant Secretary of Defense for Counternarcotics, (Attention: Mr. Robert S. Kravinsky), 1510 Defense Pentagon, Washington, DC 20301-1510 no later than June 1, 2004. Questions may be directed to Ms. Joanna Eccles at (703) 697-5709.

#### **Nomination format:**

A narrative describing the activities and achievements of each nominee shall not exceed THREE typed pages and shall document the following:

- a. Name of the program and the military Service;
- b. Location of the program (name of base or installation, ship or facility, and where located);
- c. Background of the program to include mission, date of inception, duration, and growth of the program, if applicable;
- d. Description of target audience(s) to include level of risk for drug abuse;
- e. Description of the impact of the program on the community in Fiscal Year 2003 to include: a description of the overall methodology of the program; activities and achievements; and specific data that demonstrates the effectiveness of the program on the population. Activities and achievements outside of these dates will not be considered; and
- f. Recommendation and verification by proper authorities.

Pictures, flyers and other additional material may be included; however, these items will not be considered by the judges unless their initial decision results in a tied vote.

#### **Common errors:**

Some common errors encountered by the judges in the past, of resulting in a low score or disqualification are as follows:

- No visible objective measures of effectiveness of the program (i.e. no qualitative or quantitative data demonstrating how the program impacted the community);
- Programmatic achievements listed did not occur in the previous Fiscal Year;
- Exceeding three pages in length; and

- Grammatical and spelling errors throughout the document.

#### **D. Selection of Awards Winners.**

An Awards Committee shall be established by the ODASD(CN) to review and evaluate the nominations. The Committee shall be composed of members from the offices of the Deputy Under Secretary of Defense (Military Community and Family Policy); the Assistant Secretary of Defense for Health Affairs, TRICARE Management Activity; the Assistant Secretary of Defense for Public Affairs; and the Director, Washington Headquarters Services. The members of the Awards Committee will forward their recommendations to ODASD(CN). The Committee is independent of ODASD(CN) and does not receive any outside influence.

#### **E. Awards and Presentations.**

Programs selected for award shall receive a plaque from the Secretary of Defense citing the name and achievement of the winning programs.

The awards shall be presented to the winners at the Pentagon on Monday, October 25, 2004 as part of the Department's Red Ribbon Week Observances. ODASD(CN) will fund one person from each of the winning programs to travel to the Pentagon to accept the award.